

## ABSTRACT OF THE DISCLOSURE

Disclosed is a method of sequentially displaying advertisement on a television screen and a digital broadcasting set-top box for performing the same. The set-top box includes a tuning section for tuning a radio frequency digital broadcasting stream, a demultiplexer for separating an audio data, a video data, and an information data from the radio frequency digital broadcasting stream, a decoding section for decoding the information data, a storing section for temporary storing the decoded information data, an advertisement data processing section for searching an advertisement data among the decoded data storing in the storing section, updating the searched advertisement data, and confirming a displaying time of the advertisement data, a graphic processing section for converting the advertisement data processed by the advertisement data processing section and the information data to an image data, and a synthesizing section for synthesizing the image data and a video data decode by a media decoder.

"Express Mail" mailing label number EV104NA318US  
Date of Deposit 7 November 2001

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